



WA Forest Alliance (Wafa) media officer position

Wafa's mission is to see WA's native forests fully and securely protected and managed to maintain and restore their ecological values, and to empower the next generation to successfully defend them against future threats.

The role of Wafa's Media Officer is to research, develop and tell Wafa's stories through our channels including our website and social media platforms and to liaise with media outlets to get our stories placed in the mainstream media.

The Media Officer is employed part-time on a fixed term contract for 16 hours per week at \$32 per hour. The contract is from September 2020 – September 2021 with the potential to renew. Working days and hours are flexible and Wafa fully acknowledges and supports employees' personal and family needs. We are happy to work with employees to establish a work routine that suits their circumstances. However, it is important to note that some hours will be required on weekends and outside of normal business hours.

The Media Officer is expected to work from home using their own computer, internet connection and phone. Reasonable communication and travel expenses will be refunded by Wafa.

The Media Officer's day to day works is managed by the Campaign Director. The Media Officer will be supported and guided by the Campaign Director in work planning, task development and prioritisation. They are accountable to the management team (made up of Campaign Director and one other Wafa Committee Member) and will report monthly to ensure that they are on track and working effectively and efficiently.

Role Responsibilities:

- **Distribute media releases and liaise with media outlets** including by developing and maintaining a media list; formatting and distributing media releases written and authorised by the Campaign Director and liaising with journalists and producers to maximise placement of stories.

- **Update and maintain Wafa and Forests For Life websites** with guidance from our web developers and the Wafa Community Campaigner to ensure matching style and formatting: including blogs, updated information and news, and publication of events and calls to action.
- **Posting on Wafa social media accounts** (Facebook, Twitter & Instagram) including copywriting, meme & infographic creations, often on a quick turn-around as the campaign requires.
- **Create short videos** often on a quick turn-around to tell stories about campaign activities and mobilise supporters, publish them to online channels and website(s).
- **Conduct interviews and write articles** for publication on the website(s) and online channels to tell stories and mobilise support for specific components of the campaign.
- **Produce newsletters and email updates** to supporters.
- **Monitor news and social media channels** for relevant stories and information and to seek out opportunities for the campaign.
- **Research and develop stories** where opportunities arise to further the campaign.
- Attend meetings & events when required.
- **Reporting to the full Wafa Committee** as required.

Selection Criteria

- **Understanding of and commitment to the mission and vision of WA Forest Alliance.**
- **Experience working as part of a small team that work remotely**
- **Experience with Facebook, Instagram, Twitter, Wordpress and Email Platforms.**
- **Experience interviewing, writing copy, creating videos and graphics in line with established branding and messaging guidelines.**
- **Experience in working with a non-profit organisation with many volunteers.**